



CORPORATE SPONSORSHIP OPPORTUNITIES





THE OPPORTUNITY



Of the nearly **1.5 million** housekeeping cleaners, **89.6%** are women and yet only **39.9%** of women are first-line supervisors of housekeeping and janitorial cleaners.



In the U.S., women earn almost **60%** of undergraduate degrees, yet they make up only **14.6%** of executive officers.



It has been reported that women apply for a job or promotion if they have **100%** of the required skills whereas their male counterparts will apply when they have **60%** of the necessary skills.



A study found **74%** of women in junior or middle manager level positions aspire to reach senior or executive leadership ranks within their organization, but **nearly half** of women surveyed find it challenging to reach these positions or receive promotions.



Employee retention is a challenge for nearly every business, but within the cleaning industry alone, the annual turnover rate is approximately **300%**.



Sixty-seven percent of women rate mentorship as highly important in career advancement, but **63%** report they've never had a mentor.



Over half (57%) of employees think their company should be doing more to increase diversity among its workforce.



Companies with more diverse management teams have **19%** higher revenue, and organizations with women holding at least 30% of leadership roles are **1.4 times** more likely to have sustained, profitable growth.



OUR SOLUTION

The ISSA Hygieia Network is an ISSA Charities signature program dedicated to the advancement and retention of women in the cleaning industry. Led by several female executives, the Hygieia Council is on a mission to provide the necessary programs, tools and support that enable all women in the cleaning industry to accelerate their careers and achieve their full potential.

The ISSA Hygieia Network fulfills its mission through our numerous program initiatives:

- ✓ **Online Mentoring Program** – The ISSA Hygieia Network’s free mentoring program connects Jansan employees interesting in advancing their careers with experienced mentors and industry leaders to provide professional guidance and advice.
- ✓ **Annual Award Reception** - The ISSA Hygieia Network hosts an annual awards reception during ISSA Show North America to formally recognize successful women in the industry along with leaders and organizations promoting women’s advancement in the workplace.
- ✓ **The ISSA Hygieia Network Scholarship** – The ISSA Hygieia Network’s annual scholarship represents Hygieia’s investment in the development of young professionals throughout the Jansan industry.
- ✓ **Regional Networking Events** – The ISSA Hygieia Network hosts local networking events for women across the country, connecting industry professionals with employees who hold positions in all industry areas and levels.



WHY YOU SHOULD GET INVOLVED

To continue our mission in helping advance and retain women in the industry, **we ask for your support.**

As a sponsor of the ISSA Hygieia Network, you will be an industry leader in diversity and inclusion and a champion for women. Help us advance women at all levels and create a more diverse, inclusive and welcoming industry.

Your contribution is crucial to this cause.





PLATINUM PARTNERS - \$25,000

As a Platinum Partner, your company will enjoy the highest possible level of sponsorship and be visible to important members of our community throughout the year.

Benefits include:

- Sponsorship value of \$25,000 applied towards the ISSA Hygieia Network's three signature programs: Mentorship, Regional Networking Events, and Annual Awards Reception.
- Membership in our Corporate Leadership Society along with Hygieia Council and Committee Leader Companies.
 - Authorized use of the ISSA Hygieia Network logo in any online or print material
 - Named sponsorship recognition of a Regional Networking Event*
 - Invitation to host a Regional Networking Event at location of your choice*
 - Opportunity to recommend Regional Networking Event speakers from your company**
 - 10 tickets to a Regional Networking Event of your choice
 - Inclusion in event press release discussing the ISSA Hygieia Network's efforts to promote diversity, equity, and inclusion in the cleaning industry
 - Invitation to invite-only educational session during the ISSA Show North America for up to 10 guests
 - Access to private ISSA Hygieia Network Mentoring Program with monthly data reports
- Guest speaker from ISSA Hygieia Network Council or Committee for employee event
- High profile brand visibility at the ISSA Hygieia Network's Annual Awards Reception
- A wall plaque in honor of your donation
- Platinum Leadership Recognition, including:
 - Company link on the ISSA Hygieia Network's Corporate Sponsorship page
 - Logo inclusion in Regional Networking, Mentorship, and Annual Awards Reception promotion
 - Up to three brand recognition shoutouts on the ISSA Hygieia Network social media channels around relevant events
 - Profile or bylined article in an ISSA publication

**Invitations and named sponsorships are extended to sponsors in order of commitments received and up to five annual events.*

***The ISSA Hygieia Network Council reserves the right to refuse speaker recommendations.*





GOLD PARTNERS - \$10,000

As a Gold Partner, your company will enjoy outstanding and comprehensive sponsorship benefits and prominent visibility to important members of our community throughout the year. Benefits include:

- Sponsorship value of \$10,000 applied towards the ISSA Hygieia Network's Mentorship program and Annual Awards Reception
- Membership in our Corporate Leadership Society along with Hygieia Council and Committee Leader Companies
 - Authorized use of the ISSA Hygieia Network logo in any online or print material
 - 10 tickets to a Regional Networking Event of your choice
 - Invitation to invite-only educational session during the ISSA Show North America for up to 5 guests
 - Access to private ISSA Hygieia Network Mentoring Program with monthly data reports
- High profile brand visibility at the ISSA Hygieia Network's Annual Awards Reception
- A wall plaque in honor of your donation
- Gold Leadership Recognition, including:
 - Company link on the ISSA Hygieia Network's Corporate Sponsorship page
 - Logo inclusion in Mentorship and Annual Awards Reception promotion
 - One brand recognition shoutout on the ISSA Hygieia Network social media channels around relevant events



SILVER PARTNERS - \$5,000

As a Silver Partner, your company will enjoy a comprehensive level of sponsorship and be visible to important members of our community throughout the year. Benefits include:

- Sponsorship value of \$5,000 applied towards the ISSA Hygieia Network's Annual Awards Reception
- Membership in our Corporate Leadership Society along with Hygieia Council and Committee Leader Companies
 - Authorized use of the ISSA Hygieia Network logo in any online or print material
 - 5 tickets to a Regional Networking Event of your choice
 - Invitation to invite-only educational session during the ISSA Show North America for up to 3 guests
 - Unlimited access to the ISSA Hygieia Network Mentoring Program for company employees
- High profile brand visibility at the ISSA Hygieia Network's Annual Awards Reception
- A wall plaque in honor of your donation
- Silver Leadership Recognition, including:
 - Company link on the ISSA Hygieia Network's Corporate Sponsorship page
 - Logo inclusion in Annual Awards Reception promotion

Yes! I WOULD LIKE TO SPONSOR THE ISSA HYGIEIA NETWORK

Name of Company, Organization or Individual: _____

Company Name (as it should appear on all materials): _____

Contact Person: _____

Address: _____

City: _____ Zip Code: _____

State: _____ Country: _____

Phone: _____ Website: _____

Email: _____

SPONSORSHIP LEVEL:

PLATINUM

GOLD

SILVER

FRIEND

Payment details

Check Enclosed

VISA

AMEX

Mastercard

Discover

Name: _____ Security Code: _____

Card Number: _____ Expiration Date: ____/____

Signature: _____

Once complete, please scan and email this form to Hygieia at sponsor@hygieianetwork.org

Logo guidelines

Please email your logo as either a jpg, png or ai, eps vector to sponsor@hygieianetwork.org

Make check payable to:

ISSA Hygieia Network

Advertising guidelines

For ad specs and to submit your advertisement, or to submit your profile article or thought leadership piece, please contact us at sponsor@hygieianetwork.org.

Send payment and this form to:

ISSA Hygieia Network
3300 Dundee Road
Northbrook, IL 60062 US
(847) 982-0800



A SPECIAL THANK YOU
TO OUR PREVIOUS SPONSORS





REFERENCES: U.S. Department of Labor: <https://bit.ly/2lglDQ> | Center for American Progress: <https://ampr.gs/2i4eeR4> | Harvard Business Review: <https://bit.ly/1zZzB3B>
Leaders & Daughters Global Survey, 2017: <https://bit.ly/2leoiEg> | Cleaning & Maintenance Management: <https://bit.ly/2M1h7Tu> | Chronus: <https://bit.ly/2CGIWqV>
Boston Consulting Group: <https://on.bcg.com/2lozvP5> | Global Leadership Forecast 2018: <https://bit.ly/2oxjYEH>

www.hygieianetwork.org

